



910-741-5000  
Winston-Salem, N.C. 27102

September 20, 1995

Dear Fellow Employees:

In my August letter to you concerning President Clinton's proposal to give the Food and Drug Administration broad authority over cigarettes, I promised to provide you with a summary of the proposed regulations and information on how to voice your opinions to the FDA.

Enclosed is a brochure with highlights of the FDA proposal and the impact it would have on smokers and on the tobacco industry. Please review the information and use it when talking with friends and relatives about the issue. This brochure will also be sent to RJR retirees and to thousands of friends of tobacco across the country asking them to voice their opinions to the FDA and to Congress.

The FDA's 90-day comment period ends Nov. 9. I urge you to write the FDA as soon as possible and voice your opinion. Also, it is important to send a copy of your letters to your congressmen in Washington.

The brochure also includes addresses and procedures for writing to the FDA. You can also find this information in the September issue of *Caravan* and on TargetVision.

During the week of Oct. 2, the Tobacco Action Coalition plans to organize a letter-writing campaign to make it easier for every employee who wants to write the FDA and Congress to do so. TAC will also have petitions available for you to sign.

I don't have to tell you again the drastic effects the president's proposal would have on our ability to sell cigarettes to adult smokers. Yet, the president and the FDA have worked very effectively with the media to position their goal as that of "protecting the young people of the United States from the awful dangers of tobacco." While we agree that children should not smoke, the government's proposal goes far beyond the issue of youth smoking. The real goal of this proposal is to further regulate the tobacco industry and severely limit the choices of 45 million American adults who choose to smoke.

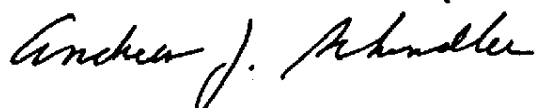
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"We work for smokers."

Please take the time to voice your opinion on the proposal by sending letters to the FDA and your congressmen. Ask them whether they think the solution to reducing teen smoking lies in adding yet another layer of government bureaucracy, or is it better handled by parents and educators. Encourage your friends and family members to do the same.

Thank you for your support of R.J. Reynolds Tobacco and the tobacco industry.

Sincerely,



Andrew J. Schindler  
President and CEO

Enclosure

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